

Amendments to the Claims:

This listing of Claims will replace all prior versions, and listings, of Claims in the application:

Listing of Claims:

Claims 1 to 41 (canceled).

Claim 42 (currently amended): A non-transitory computer readable medium encoded with instructions for directing a processor to:

determine that a triggering event has occurred in association with at least one gaming activity at a gaming device, said at least one gaming activity including at least one random determination;

in response to the determination that the triggering event has occurred, determine whether or not to enable a player associated with the gaming device to make an input to request at least one of a product or a service to be offered;

if the determination is to enable the player ~~makes to make~~ the input to request the at least one of a product or a service to be offered and the player makes said input:

- (a) determine an individual to communicate with the player;
- (b) determine, based on the at least one gaming activity, the at least one of a product or a service to be offered to the player;
- (c) transmit, to the individual, data representing the determined at least one of a product or a service to be offered; and
- (d) enable communication between the player and the individual via a portable communication device;

if the determination is to enable the player to make the input to request the at least one of a product or a service to be offered and the player does not make said input, do not offer any product or any service to the player in association with the determination; and

if the determination is to not enable the player to make the input to request the at least one of a product or a service to be offered:

- (a) do not enable the player to make said input; and

(b) do not offer any product or any service to the player in association with the determination.

Claim 43 (currently amended): A non-transitory computer readable medium encoded with instructions for directing a processor to:

monitor at least one gaming activity of a player at a gaming device, said at least one gaming activity including at least one random determination;

~~determined~~ determine that a triggering event has occurred in association with said monitored at least one gaming activity;

in response to the determination that the triggering event has occurred, determine whether or not to enable the player to make an input to request at least one of a product or a service to be offered;

if the determination is to enable the player ~~makes to make~~ the input to request the at least one of a product or a service to be offered and the player makes said input:

(a) determine the at least one of a product or a service to be offered to the player;

(b) transmit, to the individual, data representing the determined at least one of a product or a service to be offered; and

(c) enable communication between the player and the individual via a portable communication device;

if the determination is to enable the player to make the input to request the at least one of a product or a service to be offered and the player does not make said input, do not offer any product or any service to the player in association with the determination; and

if the determination is to no enable the player to make the input to request the at least one of a product or a service to be offered:

(a) do not enable the player to make said input; and

(b) do not offer any product or any service to the player in association with the determination.

Claims 44 to 46 (canceled).

Claim 47 (previously presented): The computer readable medium of claim 43, further encoded with instructions for directing the processor to:
enable the individual to provide a service to the player.

Claim 48 (previously presented): The computer readable medium of claim 43, further encoded with instructions for directing the processor to:
alter the state of the gaming device based on an input received from the individual.

Claims 49 to 50 (canceled).

Claim 51 (currently amended): The computer readable medium of ~~claim~~ Claim 42, wherein instructions direct the processor to obtain a player identifier from the player, the player identifier ~~comprises~~ comprising a name of the player.

Claim 52 (currently amended): The computer readable medium of ~~claim 42~~ Claim 51, wherein the player identifier comprises an address of the player.

Claim 53 (currently amended): The computer readable medium of ~~claim 42~~ Claim 51, wherein the player identifier comprises a phone number of the player.

Claim 54 (currently amended): The computer readable medium of ~~claim 42~~ Claim 51, wherein the player identifier comprises a tracking card of the player.

Claim 55 (currently amended): The computer readable medium of ~~claim 42~~ Claim 51, wherein the player identifier comprises a hotel room number of the player.

Claim 56 (currently amended): The computer readable medium of ~~claim 42~~ Claim 51, wherein the player identifier comprises an email address of the player.

Claim 57 (currently amended): The computer readable medium of ~~claim~~
42Claim 51, wherein the player identifier comprises a payment identifier of the player.

Claim 58 (currently amended): The computer readable medium of ~~claim~~
57Claim 57, wherein the payment identifier comprises a credit card number.

Claim 59 (currently amended): The computer readable medium of ~~claim~~
57Claim 57, wherein the payment identifier comprises a debit card number.

Claim 60 (currently amended): The computer readable medium of ~~claim~~
57Claim 57, wherein the payment identifier comprises a financial account number.

Claim 61 (currently amended): The computer readable medium of ~~claim~~
57Claim 57, wherein the payment identifier comprises a home billing address.